

THE ROLE OF VISUAL COMMUNICATION AS TOURISM IDENTITY

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ABSTRACT

This brief study aims to acquaint the reader with a promising but underutilized scientific inquiry tool in tourism research, namely visual communication analysis. What is the identity of the tourist spot? The role of visual communication in tourist attractions? While the use of visual communication analysis employed by tourism researchers is not new, particularly in terms of tourism representation, the full potential of this research method can still be better utilized. The method used is a qualitative analysis where the data sources used are from books, previous journals to the website, the data that has been collected are then analyzed using the literature method. Interesting design artworks will be seen and even responded to by the audience because creating a work of art is strongly influenced by emotions so that connoisseurs of the work will be moved and the message implied in the design can reach their brains, so that it can boost sales or promotion of goods or services advertised. In designing a visual identity there should be a lot of previous studies and observations about the design field to be worked on. This study provides a brief overview of tourism representations and the literature on visual communication, underlines the importance of this question, and poses a few research questions worthy of future consideration.

Keywords: Tourism, visual, communication, identity

ABSTRAK

Studi singkat ini bertujuan untuk memperkenalkan pembaca dengan alat penyelidikan ilmiah yang menjanjikan tetapi kurang dimanfaatkan dalam penelitian pariwisata, yaitu analisis komunikasi visual. Meskipun penggunaan analisis komunikasi visual yang digunakan oleh peneliti pariwisata bukanlah hal baru, khususnya dalam hal representasi pariwisata, potensi penuh dari metode penelitian ini masih dapat dimanfaatkan dengan lebih baik. Metode yang digunakan adalah analisis kualitatif dimana sumber data yang digunakan adalah dari buku, jurnal sebelumnya hingga website, data yang telah terkumpul kemudian dianalisis dengan menggunakan metode kepustakaan. Karya seni desain yang menarik akan dilihat bahkan direspon oleh penonton karena menciptakan sebuah karya seni sangat dipengaruhi oleh emosi sehingga penikmat karya tersebut akan tergerak dan pesan yang tersirat dalam desain tersebut dapat sampai ke otaknya, sehingga dapat mendongkrak penjualan atau promosi barang atau jasa yang diiklankan. Dalam mendesain sebuah identitas visual harus banyak kajian dan observasi sebelumnya tentang bidang desain yang akan digarap. Studi ini memberikan gambaran singkat tentang representasi pariwisata dan literatur tentang komunikasi visual, menggarisbawahi pentingnya pertanyaan ini, dan mengajukan beberapa pertanyaan penelitian yang layak untuk dipertimbangkan di masa depan.

Kata Kunci: Turis, visual, komunikasi, identitas

1. INTRODUCTION

An identity system is always used not only in tourist attractions but is also needed in various other business fields. This can be seen from the number of advertisements in almost every corner of the city. Researchers look at how people talk about tourist attractions and how the identity of each location has different potentials and the diversity of the number of tourists who come to each tourist attraction location. It is necessary to use visual communication that functions and aims as a means of identification, a means of presentation and promotion, as well as a means of information and instructions. Visual communication is a special semiotic system, with a distinctive vocabulary of signs and syntax and is different from the art semiotic system say Tinoburko (2009). The use of visual communication as an identity can be used and maximized as promotional material. In the modern era like today, visual communication is very developed where many tourism places

produce the same type of merchandise, so we need a form or symbol to distinguish the production between tourist attractions A and tourist B. The use of graphic design to convey information through visual language in the form of two dimensions and three dimensions involves aesthetic principles say Dinanti (2021). This is where we get to know the elements that called logos, trademarks, and branding which aims to market and introduce tourist attractions, as well as various merchandise/goods that can be traded say Tinaburko (2009).

Krisyanto (2006), Visual communication that used to be only decorative, not "selling", has now developed into one of the important elements in tourism strategy that reflects a mature tourist destination plan. The use of good visual communication must of course be in line with the strategies and plans of the tourist attractions. In addition, he must also be able to create a good view of the tourists who come not only from abroad but also from within the country; become a reflection of a tourist place: how tourism views in the public eye through the products, activities and marketing carried out by the tourist spot, and the need for a symbol that is able to create a strong identity as a means to create the impression you want to convey. Sugiono (2005), In creating a visual identity, a visual communication designer must know the impression and message that the tourist place wants to convey and implement it in the visual identity that will be created. According to Tinaburko, a visual communication designer must also be able to create an effective visual identity system that integrates with the various purposes and information needed. In the following, a comprehensive discussion will be held on matters related to visual identity, starting from their development, terms, definitions, classifications, project scope, stages of design implementation, as well as criteria for a good and effective visual identity, not only limited to discussion which is in the book.

In this research is to investigate how visual communication is employed as an identity system in different business fields, beyond just tourist attractions, and assess its impact, the study how people perceive and talk about businesses and their identities, exploring the variations in potential and diversity of customer engagement across different business locations and assess how visual communication functions as a means of identifying, presenting, and promoting businesses, and examine its role as an informational and instructional tool.

2. EASE OF USE

The identity system is a guideline for a tourism place or any entity in applying identity consistency. In addition to these functions, the identity system also has a more basic purpose as a tool that visualizes the image of a tourism place in a unified whole. Without an identity system, it seems difficult to implement and control the consistency of the identity of the tourist attractions. The identity system also has a function to check and measure the authenticity of an identity to avoid piracy. Several things concerning the specifications in the application of identity, such as the name on the identity of a tourist spot becomes an identity attribute that forms an initial view and impression in the eyes of the public and this is known as a brand say Napoles (1998).

Other identity attributes, such as logos, typography, colors, images, etc., are built based on the name, while the logo functions as the main element of a visual identity, visualizing the concept or impression you want to communicate, including the construction of forms and relationships with elements. other. The logo is the main physical attribute because through the logo it can show the visible image of the tourist spot, such as the vision, mission, and purpose of the tourist spot, while for Color is a system used by tourist attractions in its application, alternative colors under certain conditions. Without realizing it, color has a very important role in the imaging of a product or tourist place. Therefore, choosing the right color is a very important process in designing a visual

identity. Generally, there are two kinds of colors in the visual identity, namely the color in the logo and the color for the tourist spot. There are times when the main colors of tourist attractions are used by various applications which have the same color design as the logo but there are also those that expand the color selection area.

Rusta (2009), The choice of color for an identity is not based solely on taste, research is needed to determine the personality of a tourist spot, product, customer, market or market, typography, type of font used, and alternative letters in various media. Like color, typography has two types in its application, namely typography used in logos and typography used in logo application media (corporate typeface). The selection or creation of a typeface in a tourist spot is not based on mere taste. Each typeface represents the image of a tourist place, while for the image elements in the form of photography, illustrations, and other visual elements that can support the creation of a unified brand. Its function is to strengthen the impression of the brand's character.

Image elements are part of the visual identity that serves to provide additional information. Unity doesn't just apply to key visual identities, such as logos, colors, and typography. These image elements must also be created in a unified system that is consistent, syntactic with other visual identities. Layouts. Provisions regarding the preparation or composition of various design elements in a layout. In addition to general guidelines, there are also tourist attractions that include signage, employee uniforms, building interior & exterior designs, as well as props for exhibitions, product packaging, and others. Visual identity is a form of First, visual and graphic expression of the image and identity of a tourist place. As a visual form, visual identity displays symbols that reflect the impression and message to be conveyed, while as a graphic expression, the identity of a tourist spot is created and can influence the development of the tourist spot. A good tourist spot must be able to convey the impression and message according to its identity. In a tourist place, impressions and messages are goals and guarantees given by tourist attractions to the public through various products, activities, and marketing efforts. Therefore, it takes a strong identity that serves as a guide to create the impression and message. Some of the characters that must be possessed in achieving an effective visual identity are simple symbolism. Simplicity is the basis of a good combination of brand identity, packaging, and symbols.

The simpler a symbol, the clearer the message to be conveyed so that it has a strong visual response. An effective symbol must be able to trigger a response to a tourist place. When a consumer relates to a tourist spot, he only needs to think about the product or service of the tourist spot while the name of the tourist spot will be remembered by itself. Visual identity is a very effective and active promotional tool. Even though the campaign for a product advertisement ends, the identity is still used for years. Visual identity has the goal of being easy to remember. A good visual identity has a character that if consumers want to buy a product or go to a tourist spot, they will remember the name and logo of the tourist spot. This is called suggesting. Meanwhile, if the consumer then come again, and buy the same product, and reconnect with the manufacturer, then this is called a recall. Kaye (2002), In addition to functioning as the identity of tourist attractions, visual identity also has several other functions, namely; (a) as a unifying tool for tourist attractions. A good visual identity must be in line with the plan of the tourist spot. That is, how the tourist attractions are now and how the tourist attractions are and in the future. In addition, visual identity must also be able to reflect the impression and message of tourist attractions appropriately through their products and services; (b) as a driver of the operational system of a tourist place. Thinking in a visual identity is how a tourist place wants to be seen by the public. Things like this indirectly make the tourist spot think and evaluate the existing operational system so far. From here it can be found weaknesses or mistakes that have occurred so far to create a better tourist destination; (c) as

the founder of a good network network. A tourist spot that has a positive, stable, trustworthy, and reliable nature will attract the attention of investors to invest their capital in the tourist spot. This type of tourist spot also gets a lot of relief when he needs additional capital from the bank. Products from these tourist attractions may also be the most popular and most popular products in the market; (d) as a selling and promotion tool. Tourist attractions with a positive image have a great opportunity to expand their wings and introduce new products or services. Consumers who have been using the product for a long time will be loyal to continue using the product. They will be more accepting because they have proven themselves that the product is suitable for them.

A symbol is a graphic device that distinguishes a tourist spot, activity, and product being sold from other tourist attractions. A symbol can come from an unlimited variety of shapes, fields, and colors. Symbols can be implemented in typography, abstract, description, or a combination of these three things. Symbols in the form of typography are used, both derived from the name of the tourist spot or the initials of the tourist spot, which are packaged in a unique way and have a specific design. This symbol in its application is close to standard letters so that it is easy to read and understand. Abstract symbols generally represent impressions and messages in a more stylish but simple way. Abstract symbols do not clearly refer to any organization. He will only get an association after people know the symbol for some time. and usually, this symbol is associated with tourist attractions or large-scale organizations. Descriptive symbol is one type of symbol that is most connected to the product or service of a tourist place. However, this type of symbol is considered more successful if it can show the character of a tourist place or organization rather than just displaying the product or service being sold. The form of this symbol can be anything, both photos and illustrations. In addition, with a concrete form that makes it easy to understand.

The logo comes from the Greek word logos, which means 'word, thought, speech, and reason'. Logos can be formed from various elements, namely writing, images, illustrations, and others. Many think that logos are images or symbols of visual identity, generally consisting of text, images, or a combination of both. Usually, the logo is used by tourist attractions, organizations, and even individuals to help and promote their products to the public. A logo design is a representation of a tourist place which contains the philosophy and mission of the tourist spot. Logo is a symbol or image that identifies a tourist spot without having to attach the name of the tourist spot. The logo of tourist attractions is now synonymous with the name of a trademark or brand. A logo can be distinguished based on the design elements used to create a visual identity, including logotype. At first, the logotype was only a written element to provide identity in the form of the name of a tourist spot that was specially designed using lettering techniques with certain types of letters. Graphic element related to the line of business or just an abstract image is used to create a logogram. A logogram can also be said as a symbol that represents a word or meaning say Rustan (2009).

Napoles (1998), The final part of the visual identity creation process is the application. At this stage a visual communication designer must know what is important and effective for this form of visual communication design. The purpose of this stage is to create an effective visual communication system that integrates with other visual identities. Several applications are implemented in the continuation of the visual identity process, including business stationery and tourist attractions inventory, in the form of letterheads, envelopes, memos, business cards, forms, receipts, and others. Advertising is a promotional media so that an organization or tourist spot is known by the public. Annual reports and newsletters are annual report books made by a tourist spot to find out the development of the tourist spot.

3. METHOD

This writing uses a literature study approach and qualitative research methods that focus on the important issues surrounding the role of visual communication as the identity of tourist attractions. The use of qualitative research is specifically interpreted as a certain tradition in social science that is fundamentally dependent on observations, humans and their own area, and the relationship of people in their language and terminology say Tinarbuko (2009). Burhan Bungin (2008) said that the literature method is one of the data collection methods used in social research methodology to be able to trace historical data. Meanwhile, according to Sugiyono, that the literary method is a record of past events in the form of writing, pictures, or monumental works of someone.

These two research methods aim to find various sources related to visual identity and theory, both in terms of print media and electronic media. The results of observations and analysis in the field will be selected, evaluated, and then concluded as supporting data for this research. This study aims to investigate how visual communication influences the identity of tourism destinations. Indicate which tourist sites, locations, or cases you plan to concentrate on. It's critical to focus your scope on areas or instances and to establish the standards by which the researcher will choose the texts, papers, and sources for your literary study's analysis. Since this is a literature study, researcher will need to look for and read scholarly books, reports, essays, and other written materials about visual communication and tourism identity.

4. RESULT AND DISCUSSION

Visual identity is one application of visual communication. The simplest form of visual identity is a symbol. Humans have known symbols to communicate since ancient times, to tell what they experience and do in everyday life. One example is found in human palm prints that are around 40,000 years old on the walls of a cave in Maros, South Sulawesi. This artifact proves that Indonesia is the birthplace of the world's first works of art and not in Europe as has been believed so far.

At this time where the modern era, visual identity began to develop during the industrialization. Various kinds of goods produced from various industries require packaging as well as logos (images/text). Various kinds of trademarks that developed at that time, such as Coca-Cola, Kodak, and others. However, unfortunately, these logos are only decorative, not "selling". The real development in logo design occurred in the period after World War II where when America entered the era of prosperity so many people entered famous schools and began to pursue this field. This period marks a trend in design as an identity and has a selling point. because previously, graphics were only used as decorations. After that, designers started selling their designs to entrepreneurs as an effective sales and marketing tool. The first tourist spot to specialize in design was Lippincott & Margulies which is now Lippincott. This tourist spot is a trend setter. In the early days of the dinosaurs, humans used symbols to communicate. These symbols are simple pictures of the objects around them, such as animals, trees, weapons, and others. These images are called pictographs. Along with the development of multinational tourist attractions, this has become one of the driving factors for the increasing need for trademark designs for a type of product or service. This period is the pinnacle of design success. Visual identity at this time begins to have a strong concept and contains the message to be conveyed and communicated.

Figure 1

Konfigurasi Identitas Visual Jelajah Tasik Malaya



However, the popularity of visual identity has experienced a decline because at that time when many countries were hit by the economic crisis. After the era of the economic crisis ended, many tourist attractions began to spread their wings. This makes visual identity begin to develop again. Many tourist attractions redesign their logos to create new works that have a sale value. In addition, many new products have emerged. Therefore, new symbols are needed for these products. Seeing the historical developments that exist, the technology makes everything easier, including the creation of visual identities, especially logos. But designing Making a design is not just dependent on computer technology but must go through a research process first. The computer is only a means of executing ideas that have been visualized manually. The design itself is not only visual or physical but also contains various non-physical elements, such as emotion, psychology, culture, and others.

5. CONCLUSION

A good visual identity system must pay attention to all other aspects of visual identity, namely logo, color, typography, image elements, and layout. The creation of a visual identity must be effective, and integrated or syntactic with other visual identities, and must be in line with the image that the tourist place wants to display. Along with the times, visual identity is no longer just a decoration but has developed into one of the strategies for tourist attractions. In fact, a visual communication designer must understand the impression and message that the tourist destination wants to convey and implement it in the visual identity created. The psychological effect of color is different for everyone who sees it, but there are some universal colors that have almost the same effect on everyone. And this is a guide for designers in choosing the colors used.

An attractive design will be seen and even responded to by the audience if their emotions are also stirred and the message implied in the design can reach their brains so that it boosts sales or promotion of advertised goods or services. The design of visual identity should be preceded by many studies and observations about the design field to be worked on. Various studies and observations in depth and detail will produce unique things that are also unique from the design field to be designed. These unique and distinctive things will be very useful in the process of designing a visual identity.

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